

ABSTRACT

A method of selling a health related product or service via the Internet provides a service provider system that includes a web server. The service provider system has members that purchase health related products and services through the service provider system. Applicants are enrolled in the service provider system as members. A product or service request message is received for a desired product or service from a member through a customer interface. The product or service request message includes a product or service identifier. The service provider system transmits a request for the desired product or service request to a supplier of the desired product or service. Points are recorded within a computer memory awarded to a member for purchases made by the member through the service provider system.